

L'Oréal Travel Retail showcases new launches at TFWA AP



The Prada Beauty room at TFWA Asia Pacific

[L'Oréal Travel Retail](#) showcased its unique portfolio of 19 beauty brands at the TFWA Asia Pacific Exhibition & Conference in Singapore. The L'Oréal Pavilion was an immersive experience with L'Oréal's sustainability ethos and innovative beauty tech driven by L'Oréal Groupe's Sense of Purpose: 'Create the Beauty that Moves the World.'

The new pavilion was larger than previous years, covering over 500 square meters and divided into three zones: Hair & Skincare, Fragrance and Makeup, showcasing L'Oréal's huge portfolio of iconic brands including Lancôme, Kiehl's, SkinCeuticals, L'Oréal Paris, Helena Rubinstein, Kérastase, Yves Saint Laurent Beauté, Valentino Beauty, and exciting new brands such as Japanese clinical skincare brand Takami. Visitors could personally try out many of the brands' beauty tech experiences.

The second floor of the L'Oréal Travel Retail pavilion also showcased a Prada Beauty room. VIP invitees were able to encounter and discover the brand's free-thinking, avant-garde vision that opened new perspectives of beauty.

This year, the company continued to take a significant step towards sustainability with an impactful two-storey pavilion made of sustainable materials. L'Oréal is dedicated to driving sustainability through its program 'L'Oréal For The Future,' which many of its brands embrace holistically through brand causes such as Biotherm Water Lovers and Armani Acqua For Life. The pavilion brought to life 'L'Oréal For The Future' with elements of forests and oceans, and was constructed using sustainability materials.

From design and production to packaging and end of life cycle management, L'Oréal is dedicated to ensuring sustainability in all its operations. The pavilion's design was inspired by the serene beauty of nature's oceans and the importance of forests to our planet's ecosystem. Its energy-efficient design allowed for better ventilation and utilizes ambient light from the venue, reducing the need for lighting and fixtures with lower power consumption and conserving natural resources. The pavilion's weight optimization makes it lighter and easier to transport, while the use of recyclable metal and steel substructure are not only eco-certified but also meets industry standards and is eco-friendly. L'Oréal will also upcycle and recycle materials after the exhibition.

Vincent Boinay, President of L'Oréal Travel Retail and Ms. Tao Zhang, Managing Director of L'Oréal Travel Retail Asia Pacific, said, "We are pleased to host our first L'Oréal Travel Retail Tax Free World Association (TFWA) in Singapore in a new era, and to showcase our latest products and initiatives with a focus on beauty tech, innovation and sustainability. Our sustainable pavilion reflects our commitment to minimizing our impact on the environment and creating beauty that are inclusive of all, while providing exceptional experiences for our customers. With our ambition to provide beauty for each traveler, we work hand-in-hand with our trusted industry partners to continuously build our travel retail channel."